



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

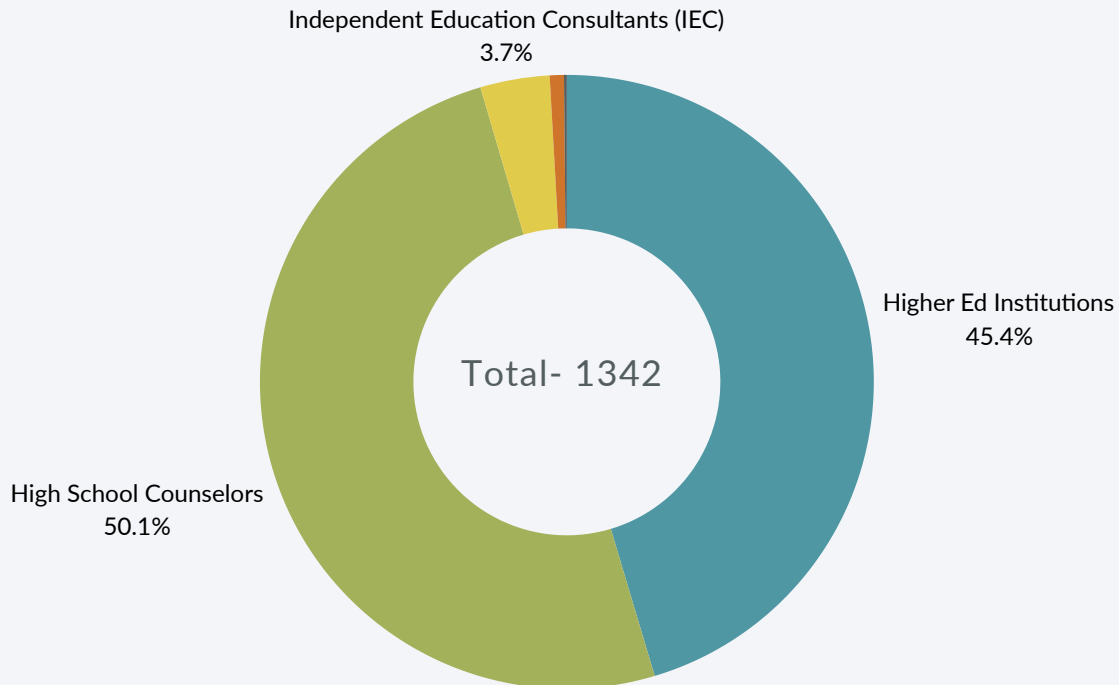
Annual Conference 2025





The Rocky Mountain Association for College Admission Counseling (RMACAC) is a non-profit professional association consisting of over 1300 people from secondary and post-secondary institutions working to promote high standards in the college admission process by exchanging ideas, sharing common goals and preparing counselors to serve students in the transition.

CURRENT MEMBERSHIP NUMBERS



2024 ANNUAL CONFERENCE ATTENDANCE

- Total Attendance: 339
- Higher Ed Professionals: 118
- High School Counselors: 149
- IEC's: 31
- Sponsors/Others: 41

ANNUAL EVENTS

- Fall and Spring College Fairs
- Annual Conference
- Bus Tour
- Virtual Roadmap

ANNUAL CONFERENCE



April 7-9, 2025
Salt Lake City, UT

Exhibitors and sponsors are the keys to the success of our annual conference. Your dedicated service and generous contributions help to support the work of high school counselors and colleges across the Rocky Mountain region.

If your organization is willing to support any of the following options please complete the form linked below, and the RMACAC Executive Assistant will reach out to you with information on payment. We look forward to working with you and your organization in support of our 2025 RMACAC Annual Conference.

RMACAC will refund registration fees minus \$50 when 30 or more days' written notice is given. No refunds will be given after 30 days but the registrant's name may be changed at any time as long as the initial registrant and replacement registrant are from the same organization.

Please reach out to Abby Tudor Abby.Tudor@nau.edu with any questions.

[Sponsorship Opportunities & Exhibiting Registration Form](#)

Event Attendance: 250-300 expected attendees

Dates: Monday, April 7- Wednesday, April 9, 2025

Location: Hilton Salt Lake City Center

www.rmacac.org/conference

QUEEN BEE SPONSORSHIP: \$3,500

THREE (3) AVAILABLE FOR PURCHASE. INCLUDES THE FOLLOWING:

- Exhibitor and Conference Registration for three (3) people
 - One (1) exhibit table – prime exhibit location
 - access to opt-in attendee list
- Prominent Signage in the main conference spaces and logo in conference app
- Prominent Signage and recognition at Conference Social
- Opportunity to place branded item in conference bag
- Verbal and slide recognition at the welcome session and membership luncheon
- Social media recognition by @rockymountainACAC account leading up to event
- Exclusive Ad on RMACAC site from time of registration and invoice until conference completion
- Two (2) RMACAC Board members wearing branded T-Shirt on day 2 of conference April 8, 2025 (T-shirts must be provided)

WORKER BEE SPONSORSHIP - \$2,500

INCLUDES THE FOLLOWING:

- Exhibitor and conference registration for two (2) people
 - One (1) exhibit table – prime exhibit location
 - access to opt-in attendee list
- Prominent Signage at in main conference spaces logo in conference app
- Opportunity to place branded item in conference bag
- Verbal and slide recognition at the welcome session and membership luncheon
- Social media recognition by @rockymountainACAC account leading up to event
- Exclusive Ad on RMACAC site from time of registration and invoice until conference completion

DRONE BEE SPONSORSHIP - \$2,000

INCLUDES THE FOLLOWING:

- Exhibit and conference registration for one (1) person
 - One (1) exhibit table
 - access to opt-in attendee list
- Verbal and slide recognition at the welcome session and membership luncheon, and logo in conference app
- Social media recognition by @rockymountainACAC account leading up to event
- Opportunity to place branded item in conference bag
- Shared sponsorship for all Drone Bee Sponsors of Coffee and snack break. Signage to recognize sponsors

THE BEE'S KNEES SPONSORSHIPS - PRICES VARY

- Will be recognized in conference app, @RockymountainACAC Instagram account, and at our membership meeting

\$1,500 - SELECT ONE (1) OF THE FOLLOWING

- **Conference App** - Prime branding on the conference app.
- **Lanyards** - given to all attendees at conference check in and worn throughout the conference. Lanyards will need to be provided as part of the sponsorship.

\$1,000 - SELECT ONE (1) OF THE FOLLOWING:

- **Tote Bags** - Given to all attendees at check in to carry their conference materials. Tote Bags will need to be provided as part of the sponsorship.
- **Conference Social Transportation** - code to use ride share to get to conference social. Code will be changed to an approved code of your choice representing the organization.
- **Wi-Fi** - wireless internet is provided to attendees for 4 days, sponsor will be recognized.
- **Water Bottles/Water Station** - Water bottles given to all attendees OR water stations located in several locations around conference. Water bottles will need to be provided for this sponsorship.
- **Counselor College Fair** - A key event for the local counselors.

\$500 - SELECT ONE (1) OF THE FOLLOWING

- **College Rooms** - colleges and universities only, table in session room with swag and info, and room name renamed to sponsor school.
- **Miscellaneous Swag** - pens, fans, sunglasses, bags, pop sockets etc. added to conference attendee bag. Swag will need to be provided for this sponsorship.

DONATION TO RMACAC

- Receive recognition as a donor at the conference.
- **Conference Donation** - provide a donation in any amount to assist in funding the 20245RMACAC conference.
- **Student Scholarship Fund** – provide a donation in any amount to the RMACAC Student Scholarship Fund.
- **Counselor Scholarship Fund** – Provide a donation in any amount to provide funding for counselors to attend annual conference.
- Swag Bag for Raffle give away - donate a swag bag for a raffle give away for those that submit completed exhibitor bingo cards. giveaway valued appx \$50+

\$500 - LOCAL HONEY SPONSORSHIP*

SELECT ONE (1) OF THE FOLLOWING AND YOU WILL BE RECOGNIZED IN THE CONFERENCE APP, @ROCKYMOUNTAINACAC INSTAGRAM ACCOUNT

- **Local company Miscellaneous Swag** – pens, fans, sunglasses, bags, pop sockets etc. added to conference attendee bag. Swag will need to be provided for this sponsorship.
- **Local Company Coupon/incentive** - flyer or coupon to be added to the conference attendee bag. All flyers/coupons need to be provided for this sponsorship
- **Local Company Exhibit Day**** - Exhibit for day 2 of the conference. See exhibit table details below. ***this sponsorship does not include any conference registrations*

***MUST BE A LOCAL COMPANY/BUSINESS TO SLC/UT TO PURCHASE THIS SPONSORSHIP**

\$400 - ACCESS TO THE BEEHIVE

ACCESS TO OPT IN ATTENDEE LIST

- Conference attendee list will be provided once near the end of March, and one additional time after conference has concluded.
- *By purchasing the list, vendors agree to send out no more than three (3) communications to each attendee.*

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EXHIBITOR INFORMATION

- Exhibitor fee is \$800 includes one (1) conference registration and an exhibit table
- Additional exhibitor registration one (1) - \$125.
 - Regular conference registration price for additional team members to exhibit or attend conference
- Booth Size (Tentative) 8'x10' Space. 8' table, 2 chairs,
- Exhibit spaces will be in high- traffic area along the main corridor housing the session rooms.
 - Welcome reception will be held near the Exhibit space
- To increase traffic at exhibit tables, there will be a BINGO game that attendees can complete by visiting exhibit tables to complete a BINGO, and win prizes
 - Bring a prize to donate for a give away!
- Exhibitor Scanning – easily connect with conference attendees by scanning name badges. can be purchased through StriveScan
- Hilton Salt Lake City Center \$179/night - You must register for the conference to get the conference rate
- Any electric needs will be worked out with the hotel. Please connect with Abby Tudor, abby.tudor@nau.edu
- Exhibitor hours and tentative schedule available [here](#)